

## Message Text

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ACTION CU-05

INFO OCT-01 ARA-10 ISO-00 /016 W  
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R 091835Z SEP 74

FM AMEMBASSY MANAGUA

TO SECSTATE WASHDC 5023

INFO USIA WASHDC

UNCLAS MANAGUA 3508

STATE FOR: CU/CP, CU/ARA

USIA FOR: ILA, ICS, IOP

E. O. 11652: N/A

TAGS: SCUL

SUBJECT: CLEVELAND SYMPHONY MANAGUA CONCERT

REF: MANAGUA OM APRIL 9, 1974

1. REF OM CONTAINED USIS MANAGUA'S PROPOSAL FOR BICENTINIAL TOUR OF CENTRAL AMERICA BY CLEVELAND SYMPHONY. POST AND MANAGEMENT OF RUBEN DARIO NATIONAL THEATER HAVE CONTINUED TO PURSUE POSSIBILITY OF MANAGUA CONCERT IN PRIVATE DISCUSSIONS WITH SYMPHONY'S LATIN AMERICAN EMPRESARIO, ALEJANDRO STZERENFELD, OF GAMART DE BUENOS AIRES.

2. ON SEPTEMBER 1 POST RECEIVED LETTER FROM STZERENFELD DATED JULY 27 IN WHICH HE STATED SYMPHONY DOES RPT DOES HAVE ONE FREE DATE ON APRIL 17, 1975 FOR A MANAGUA CONCERT. HE ALSO STATES HE HAS BEEN IN DIRECT CONTACT WITH CU/CP CONCERNING POSSIBLE MANAGUA CONCERT AND THAT CU/CP HHAS ACCEPTED IDEA OF SAME.

3. POST AND MANAGEMENT OF RUBEN DARIO NATIONAL THEATER HAVE DISCUSSED STZENRENFELD LETTER AND WE AGREE CLEVELAND SYMPHONY CONCERT IN MANAGUA WOULD BE CULTURAL AND PSYCHOLIGICAL LAND-MARK OF POST-EARTHQUAKE PERIOD. WE ARE MOST ANXIOIS BEGIN IRONING OUT DETAILS OF CONCERT TO LOCK IN APRIL 17, 1975 DATE.

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MAJOR CONCERN I EXPENSE. THEATER MANAGEMENT IS CERTAIN IT

CAN RAISE SUFFICIENT FUNDS TO COVER CONCERT EXPENSES. POST AND THEATER WILL APPRECIATE CU/CP ASSISTANCE, ESPECIALLY TO TELEVISION CONCERT. POST WILL REQUIRE FACILITATIVE ASSISTANCE FROM CU/CP AND ILA IN FORM OF DIRECT LIAISON WITH CLEVELAND SYMPHONY MANAGEMENT CONCERNING DETAILS OF CONCERT. FOLLOWING PARAGRAPHS OUTLINE POST'S IDEAS CONCERNING CONCERT AND AMOUNT AND NATURE OF ASSISTANCE WHICH CU/CP AND/OR ICS AND ILA COULD GIVE.

4. THEME OF CONCERT: "NACIMIENTO Y RENACIMIENTO: 200 ANOS DE LOS EE.UU., 2 ANOS DE RECONSTRUCCION DE MANAGUA." BIRTH-REBIRTH THEME WILL BE STRESSED THROUGHOUT CONCERT PLANNING AND PUBLICITY PERIOD. THEME IDENTIFIES U.S. BICENTENNIAL WITH U.S. RECONSTRUCTION EFFORTS IN MANAGUA AND OFFERS OPPORTUNITY PROGRAM ALONG TWO HIGH PRIORITY LINES - U.S. BICENTENNIAL AND U.S. ECONOMIC ASSISTANCE TO NICARAGUA. POST WOULD LIKE CU/CP OR ILA TO COMMUNICATE THIS THEME TO CLEVELAND SYMPHONY MANAGEMENT, STRESSING NATURE OF SITUATION IN NICARAGUA AND HIGH PSYCHOLOGICAL SIGNIFICANCE OF CONCERT FOR PEOPLE OF NICARAGUA. POST HOPES THAT ONCE SYMPHONY MANAGEMENT REALIZES NATURE OF SITUATION IN MANAGUA, THEY WILL RE-NEGOTIATE COST FIGURE FOR TV RIGHTS AND POSSIBLY CONCERT FEE. (FIGURE WE RECEIVED FOR TV RIGHTS WAS \$5,000 PER HOUR PER COUNTRY PLUS CONDUCTOR'S FEE, WHICH IS EXTREMELY HIGH GIVEN ECONOMIC RESOURCES AVAILABLE IN MOST CENTRAL AMERICAN COUNTRIES.)

5. CONCERT PROGRAMMING: IN VIEW OF HIGH COST AND HIGH PSYCHOLOGICAL IMPACT OF CONCERT, POST BELIEVES CONCERT SHOULD REACH WIDEST POSSIBLE AUDIENCE IN CENTRAL AND POSSIBLY SOUTH AMERICA THROUGH TV.

6. PROGRAM POSSIBILITIES OUTSIDE NICARAGUA: U.S. BICENTENNIAL IS A MAJOR THEME OF ALL ILA POSTS' PROGRAMMING AT THIS TIME. U.S. ECONOMIC DISASTER ASSISTANCE TO MANAGUA IS EPIC CASE STUDY OF U.S. ECONOMIC ASSISTANCE AND COULD PROVIDE PROGRAMMING POSSIBILITIES FOR ENTIRE ILA AREA. POST PROPOSES POSSIBILITY OF TELEVISION CONCERT TO OTHER ILA COUNTRIES, ESPECIALLY CENTRAL

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AMERICAN COUNTRIES, AS A USIS-STATE DEPARTMENT-SPONSORED BICENTENNIAL EVENT. TV PROGRAM WOULD INCLUDE FULLY SCRIPTED INTRODUCTION AND COMMENTARY WITH POSSIBILITY OF FILM CLIP COVERAGE OF U.S. DISASTER RELIEF IN MANAGUA AND ITEMS OF BICENTENNIAL INTEREST. SYMPHONY WOULD NATURALLY EMPHASIZE RICHNESS OF U.S. CULTURAL AMBIANCE. POST HOPES SYMPHONY COULD BE PERSUADED TO PLAY AT LEAST ONE AND POSSIBLY A SERIES OF U.S. COMPOSERS' WORKS TO ILLUSTRATE HISTORICAL DEVELOPMENT OF U.S. SYMPHONIC COM-

POSITION. SUCH A TV PROGRAM WOULD BE ESPECIALLY USEFUL IN COUNTRIES WITH HIGHLY DEVELOPED CULTURAL ENVIRONMENTS WHERE SYMPHONY WILL NOT APPEAR SUCH AS COLOMBIA, PERU, COSTA RICA, CHILE, ETC.

7. USIA ASSISTANCE: IF TV PROGRAM IS ACCEPTED FOR ENTIRE ILA AREA, POST WOULD REQUIRE BACK-UP FOR PROGRAMMING SUCH AS: IBS SCRIPTING AND PRODUCING PROGRAM ITSELF BY WORKING WITH LOCAL TV AND SATELLITE STATIONS ON BRADCAST FEED; IPS WIRELESS FILE COVERAGE AND FEATURE ARTICLES ON SYMPHONY; ICS EXHIBITS AND POSSIBLY SPEAKERS; ILA AS LIAISON AND COORDINATOR OF ENTIRE PROJECT.

8. ACTION REQUESTED: FOLLOWING ARE MOST PRESSING POST NEEDS AT THIS TIME:

- TO WHAT EXTENT CAN CU/CP ASSIST IN FUNDING MANAGUA CONCERT?
- WHAT WILL EXACT COSTS BE TO NATIONAL THEATER? CAN CU/CP AND/OR ILA CONTACT SYMPHONY MANAGEMENT DIRECTLY AND ATTEMPT EXPLAIN SITUATION AND OBTAIN LOWER FEES?
- WHAT IS ILA'S OPINION OF POST'S SIGGESTION OF AREA-WIDE TV PARTICIPATION IN THIS PROGRAM?

9. POST WILL AWAIT RESPONSE BEFORE CONTINUING LOCAL PLANNING FOR APRIL 17, 1975 CONCERT.  
SHELTON

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** MUSIC, CULTURAL PRESENTATIONS, DIPLOMATIC COMMUNICATIONS, DIPLOMATIC DISCUSSIONS, PERSONNEL TRAVEL  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 3  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** MANAGUA OM APRIL 9, 1974  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** boyleja  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 07 JUN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <07 JUN 2002 by maustmc>; APPROVED <03 FEB 2003 by boyleja>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** LEVELAND SYMPHONY MANAGUA CONCERT  
**TAGS:** SCUL, OTRA, US, NU, CLEVELAND SYMPHONY, (ALEJANDRO STZERENFELD, EMPRESARIO)  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005